



CHARLES D. BAKER  
GOVERNOR

KARYN E. POLITO  
LT. GOVERNOR

THOMAS A. TURCO, III  
SECRETARY

*The Commonwealth of Massachusetts*  
*Executive Office of Public Safety and Security*  
*Department of Fire Services*

*P.O. Box 1025 ~ State Road*

*Stow, Massachusetts 01775*

*(978) 567~3100 Fax: (978) 567~3121*

*[www.mass.gov/dfs](http://www.mass.gov/dfs)*



PETER J. OSTROSKEY  
STATE FIRE MARSHAL

**To:** Heads of Fire Department  
**From:** Peter J. Ostroskey, State Fire Marshal  
**Date:** October 1, 2019  
**Subject:** **Smoke Alarm Public Awareness Campaign**



The Department of Fire Services will continue its smoke alarm public awareness campaign this fall to support local fire departments efforts to educate the public on the importance of working smoke alarms. The campaign “Smoke Alarms: A Sound You Can Live With” is designed to embrace a variety of key smoke alarm messages.

### **Replace Aging Smoke Alarms**

The campaign is starting with radio and television public service announcements (PSA) that focus on replacing aging smoke alarms. The general public does not appear to be well informed that smoke alarms must be replaced after ten years. We plan to ask transit companies for ad space on buses around the state.

### **Toolkit for Fire Departments**

A toolkit for local fire departments has been developed to support your local community education efforts. Feel free to use the logo in your materials, use the PSA, customize the opinion-editorial and local press release, and ask for space on local roadside message boards. To find the toolkit, go to [www.mass.gov/dfs](http://www.mass.gov/dfs) and search on *DFS Public Awareness Campaigns* or *Smoke Alarm Public Awareness Campaign*.

As we move into the winter months, fire officials know we will see more fires and sadly more where there are no working smoke alarms. I hope that our united education efforts will reduce deaths and injuries from these fires.

*Administrative Services • Division of Fire Safety*  
*Hazardous Materials Response • Massachusetts Firefighting Academy*